January 2021 Wikimedia movement metrics
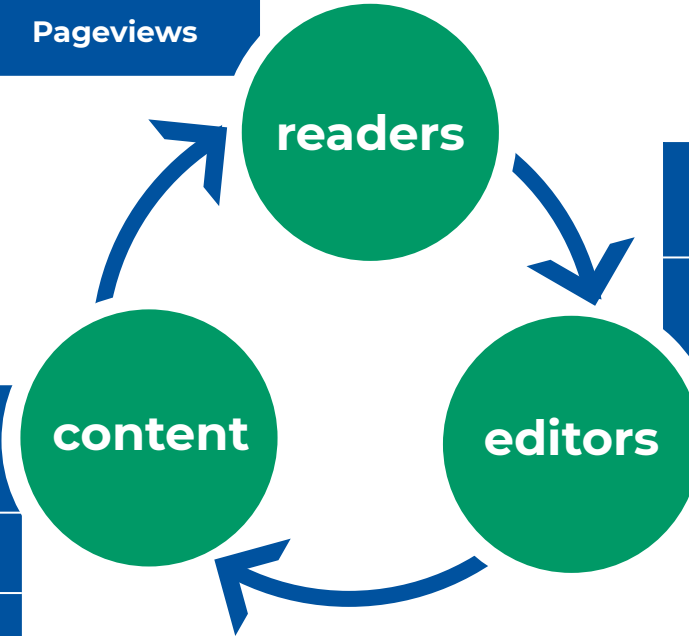

WIKIMEDIA

FOUNDATION

January 2021 Product Metrics

January Actuals	YoY (%)	
20.7B	**7.6%**	**Interactions**
18.4B	**7.6%**	Pageviews

readers

	January Actuals	YoY (%)
Active Editors	**100,000**	**11.1%**
New Editor Retention	**6.2%**	**14.9%**

January Actuals	YoY (%)	
271.0M	**14.5%**	**Total Content**
56.6M	**8.2%**	**Wikipedia**
93.6 M	**22.0%**	**Wikidata**

content

editors

Explore Edits Metrics, Readers Metrics and Editors Metrics in Superset. For metric definitions, see the Product data glossary.

January 2021 Product Metrics

Content		YoY
Total content	271.0 M	14.5%
Net new content	1.9 M	-60.5%
— Established Markets	1.6 M	-38.5%
— Emerging Markets	0.3 M	-70.0%
Non-Wikidata net new content	1.4 M	8.4%
Total edits	46.2 M	3.2%
— Established Markets	25.1 M	-8.7%
— Emerging Markets	2.7M	17.4%
Anonymous edits	2.4 M	4.1%

Readers		YoY
Interactions	20.7B	7.6%
— Established Markets	16.1B	6.3%
— Emerging Markets	4.5B	12.9%
Unique devices (all Wikipedias)	1.8 B	9.0%

Editors		YoY
Active editors	100,000	11.1%
— Established Markets	80,500	9.9%
— Emerging Markets	25,000	16.4%
New editor retention	6.2%	14.9%
— Established Markets	6.8%	15.0%
— Emerging Markets	5.2%	16.2%

Explore Edits Metrics, Readers Metrics and Editors Metrics in Superset. For metric definitions, see the Product data glossary.

# January 2021 Platform Evolution/Structured Data Metrics

| Platform Evolution & Structured Data		Change from Baseline	Year End Goal
Structured Data Used across Wikis	110.3 M	26.8%	80.0%
Non-text Content Used across Wikis	30.9 M	-0.8%	10.0%
% of Wikidata Items Reused on Other Projects	20.6%		25.0%

Key trends

- Growth for structured data used across wikis slowed down in January, because of decrease in SD bot edits.

- The number of files used on content pages has declined each month since July 2020. We suspect this decline is organic as curators clean up pages.

- The growth rates of wikidata items and reused wikidata items were very close. As a result, % of reused items was nearly constant.

Structured Data Used across Wikis
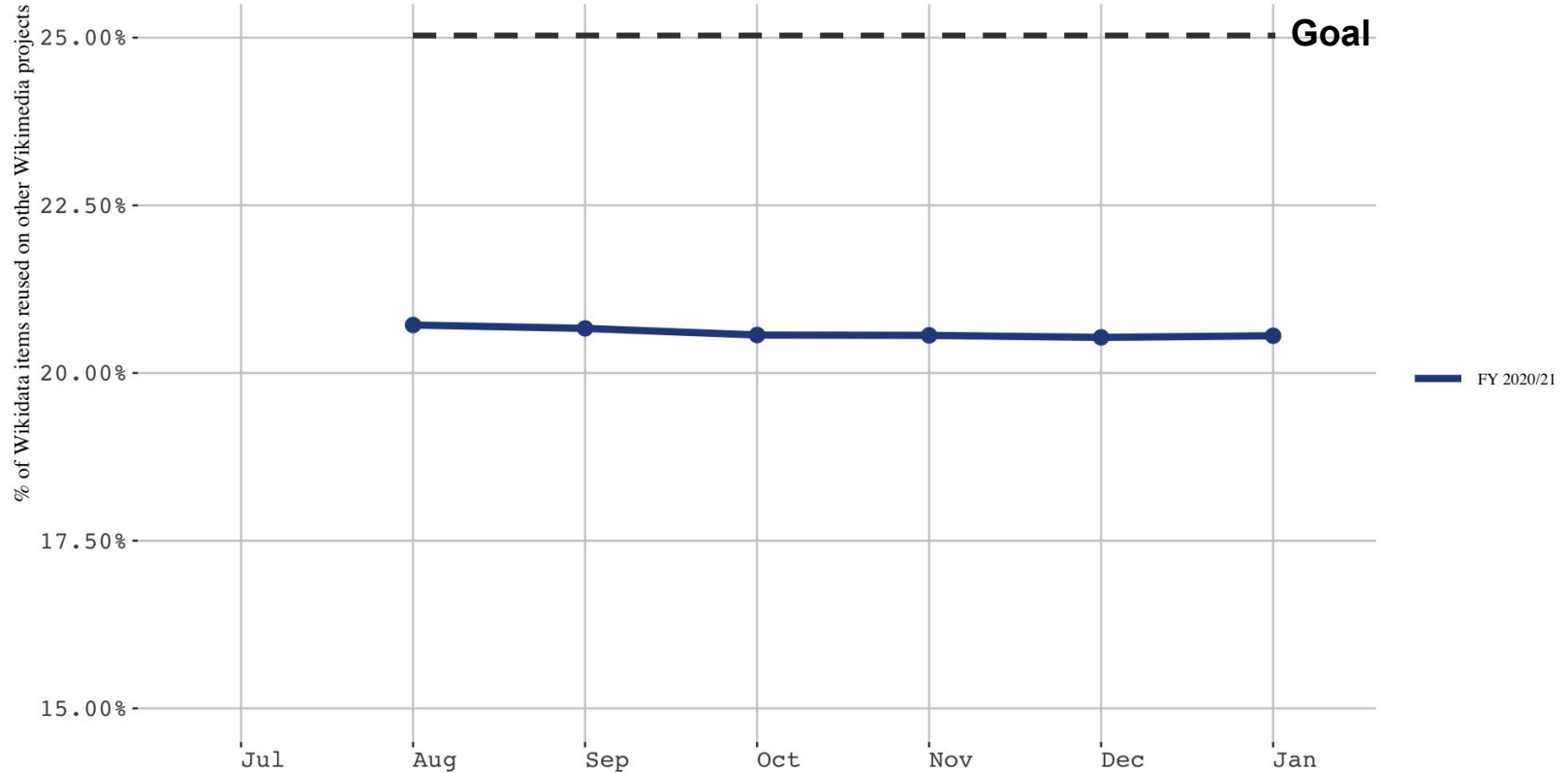# July 2020 - January 2021
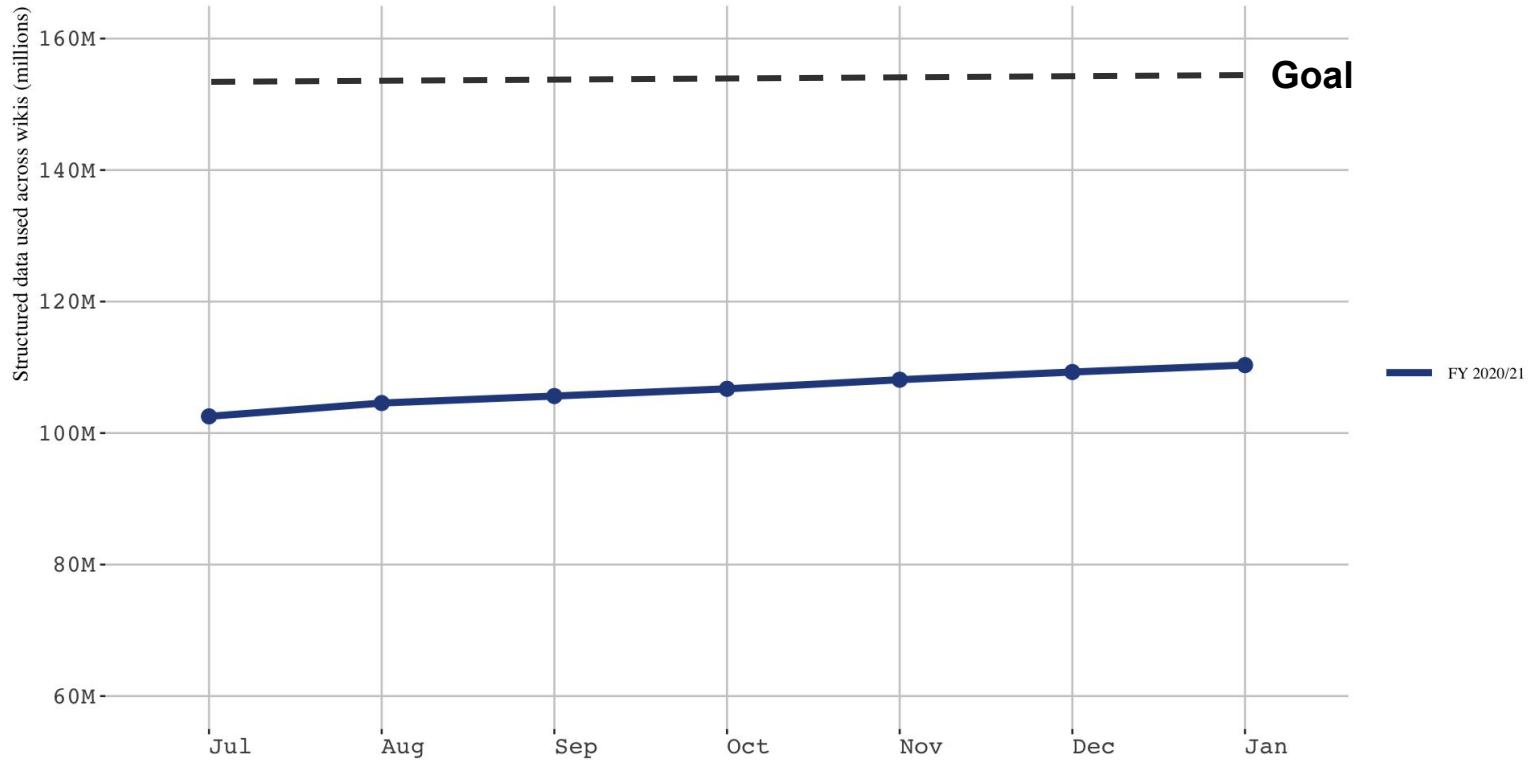
Non-text Content Used across Wikis
July 2020 - January 2021
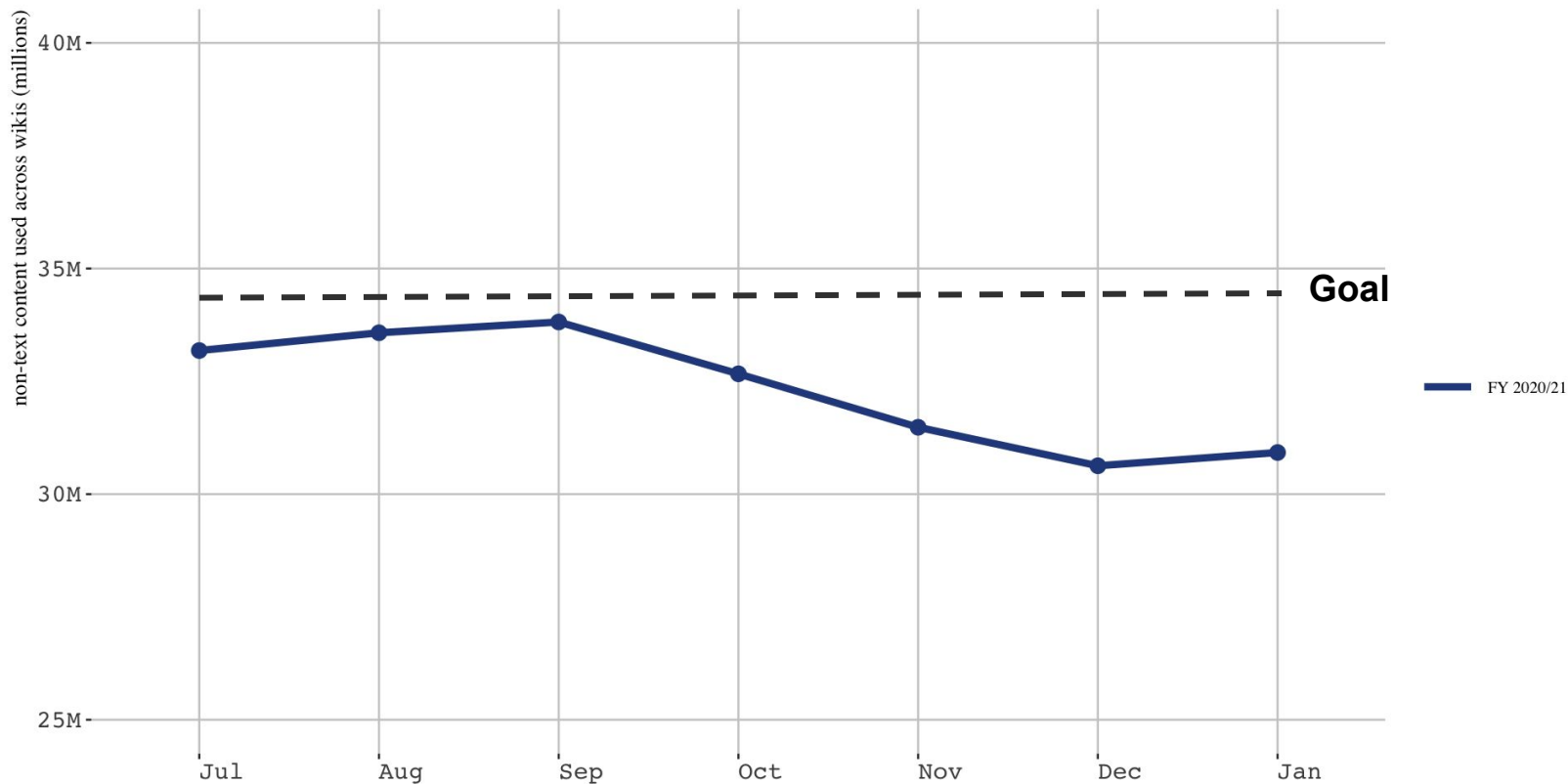
% of Wikidata Items Reused on Other Projects
August 2020 - January 2021

January 2021 Product Metrics: Readers

		YoY
Interactions	20.7 B	7.6%
—Pageviews[1]	18.4 B	7.6%
—Desktop	7.1 B	8.2%
—Mobile web	10.9 B	7.2%
—Desktop previews	2.3 B	7.7%
Unique devices (all Wikipedias)	1.8 B	9.0%

Notes

[1] On 29 April 2020, Analytics Engineering implemented new bot detection to identify previously-unidentified bots as "automated" agents. For consistency in reporting with prior years' metrics, we will include "automated" agents in our high-level reporting through the end of FY20-21. See Wikitech for details about bot detection.

In January 2020, 4.6% of pageviews were "automated". There were 17.5B "user"-only pageviews.

Key trends

- YoY increase in total pageviews and content interactions persisted in January.

- The increase in pageviews was driven by an overall 8% YoY increase in English and Japanese Wikipedia, from external search engine and internal referral.

- We continued to see stronger growth in desktop than Mobile web this month. The growth was most prominent in German, Japanese, Spanish and Russian Wikipedia.

- Consistent with the spikes we saw in overall traffic, unique devices increased YoY across countries, especially in Japan and India.
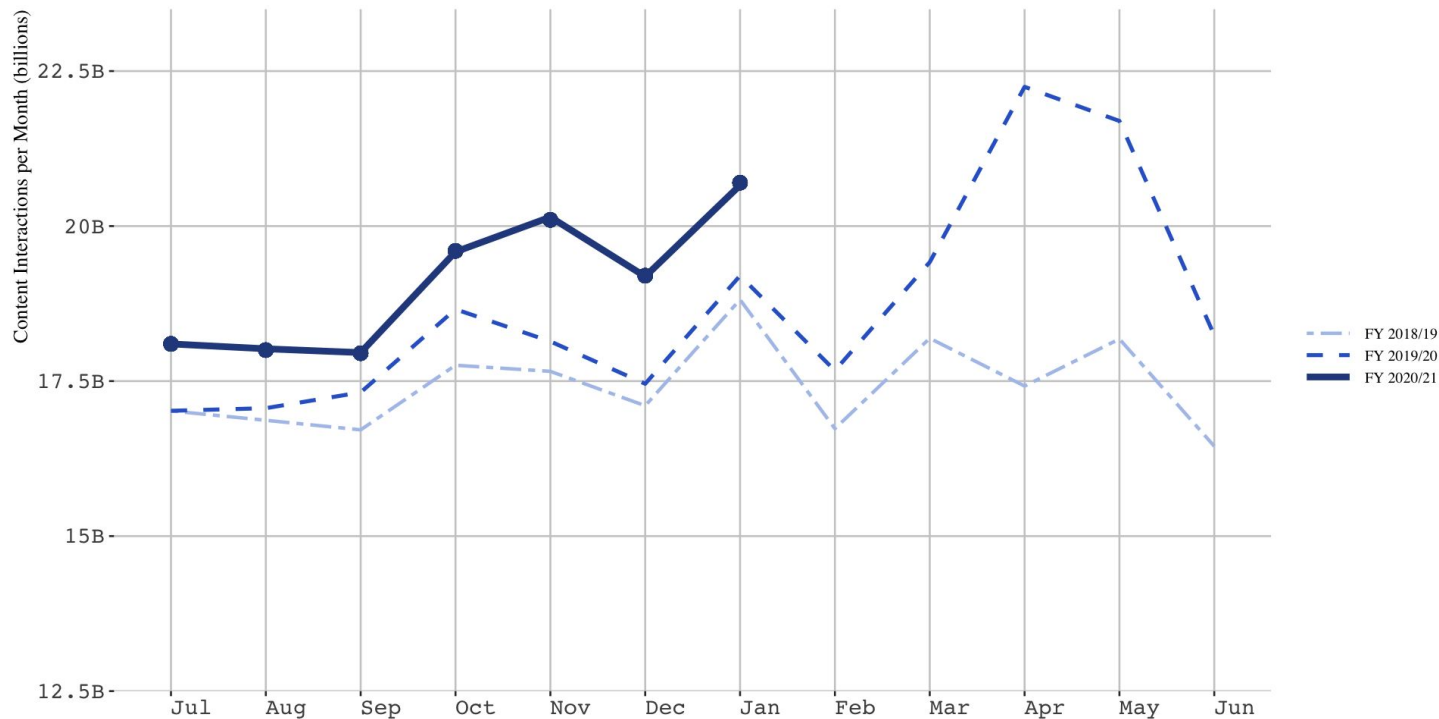
Explore Readers Metrics in Superset. For metric definitions, see the Product data glossary.

Wikimedia Content Interaction year-over-year comparison
July 2018 - January 2021

Explore Readers Metrics in Superset. For metric definitions, see the Product data glossary.

January 2021 Product Metrics: Editors

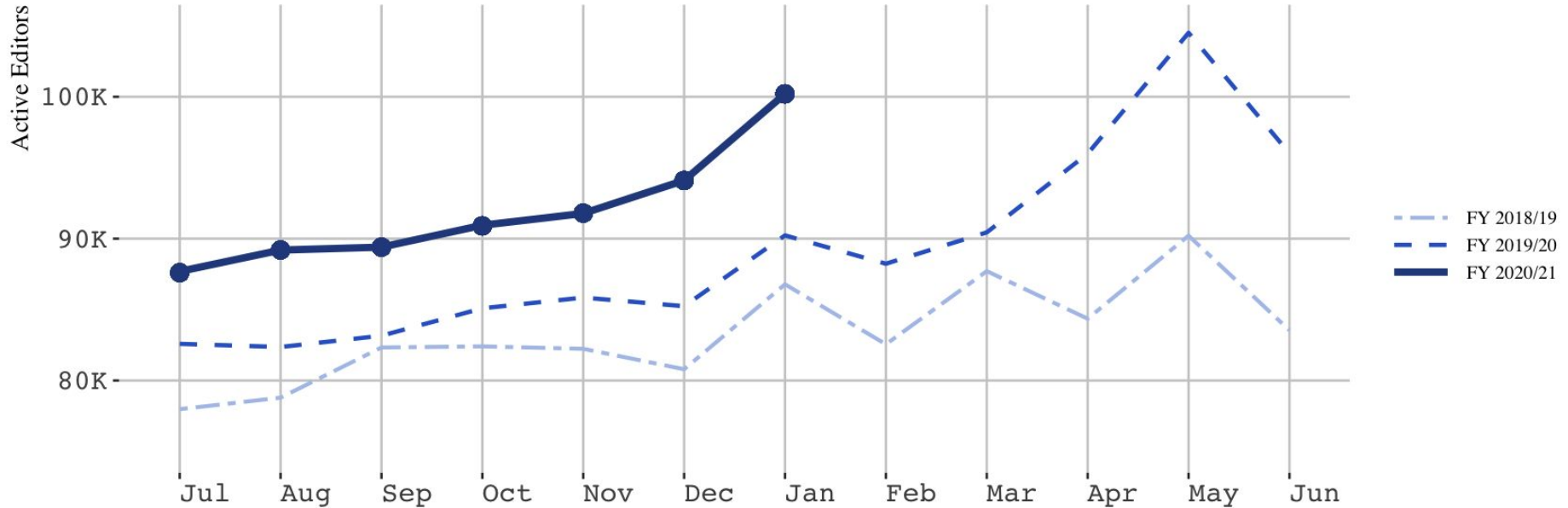|		YoY
Active editors	100,000	11.1%
—New	21,400	16.4%
—Returning	78,900	9.7%
New editor retention	6.2%	14.9%

Key trends

- Overall active editors continued its growth in January with a 11.1% YoY increase taking them above 100,000 for again since May 2020.

- The clearest growth in new active editors was happening at Commons, Wikidata, pt.wiki, ar.wiki, fa.wiki, and fr.wiki.

- Steady growth in returning active editors seems to be taking place in Commons, Wikidata, dewiki, pt.wiki and itwiki from users registered between 30 to 90 days

- New editor retention had a large growth again in January, the growth was mainly from dewiki, frwiki and enwiki.

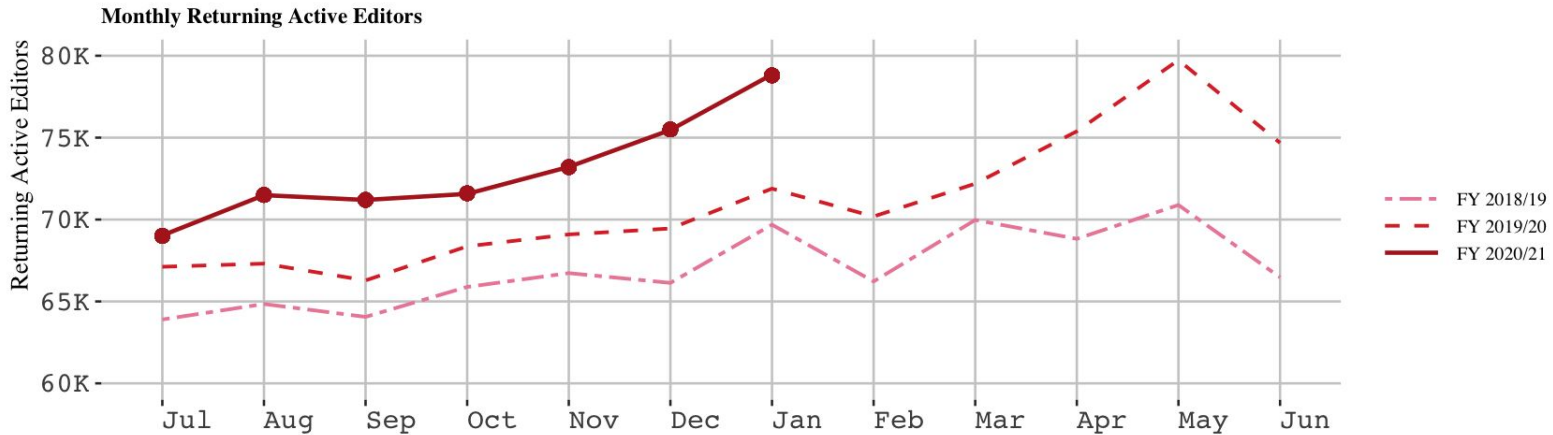Explore Editors Metrics in Superset. For metric definitions, see the Product data glossary.

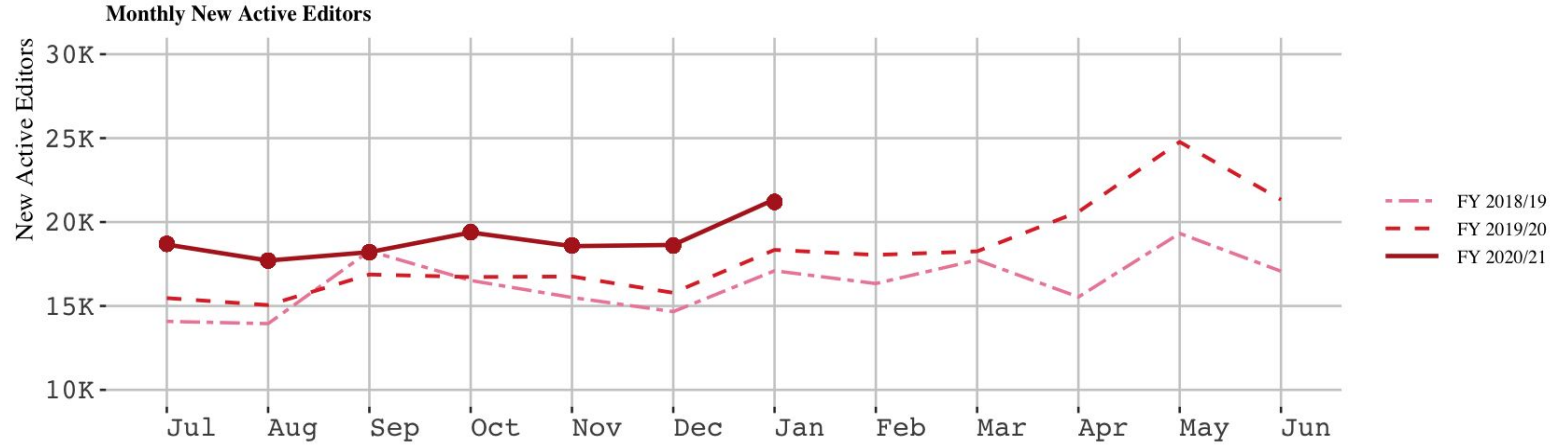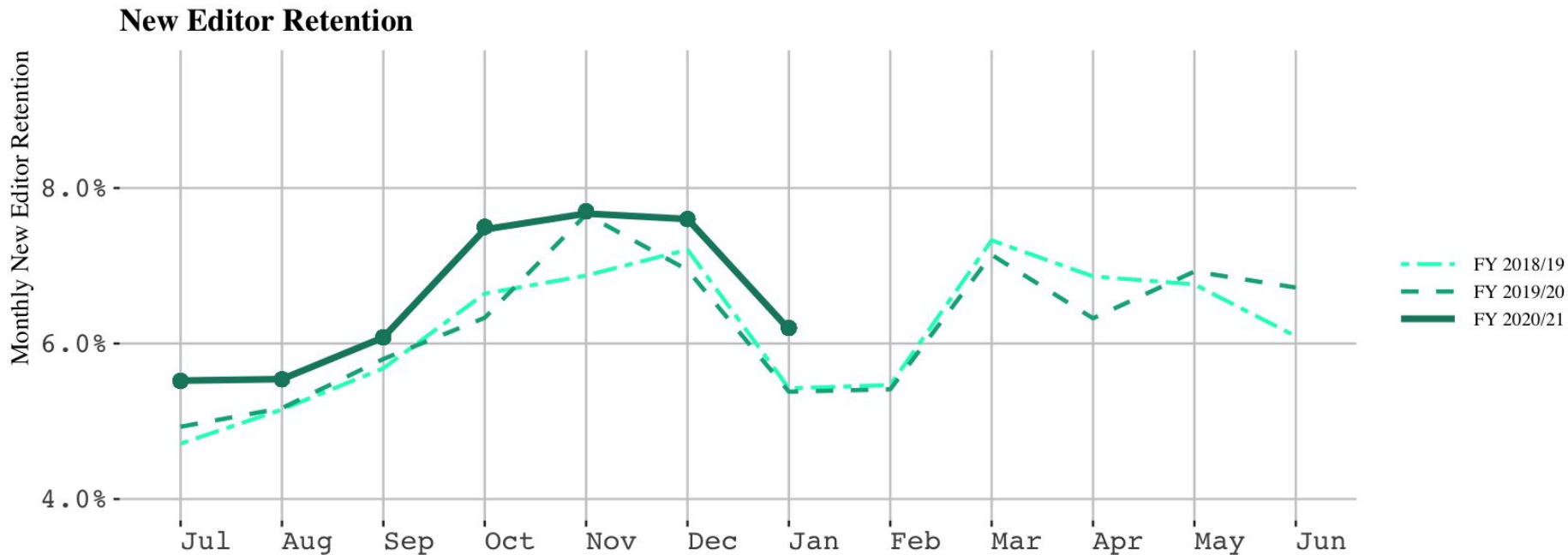# Wikimedia Active Editors year-over-year comparison
July 2018 - January 2021

Monthly Active Editors

Active Editors

100K

90K

80K

Jul   Aug   Sep   Oct   Nov   Dec   Jan   Feb   Mar   Apr   May   Jun

- - - - FY 2018/19
- - - - FY 2019/20
──── FY 2020/21

Wikimedia Active Editors year-over-year comparison
July 2018 - January 2021

Monthly New Active Editors

New Active Editors

- FY 2018/19
- FY 2019/20
- FY 2020/21

30K, 25K, 20K, 15K, 10K

Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun

Monthly Returning Active Editors

Returning Active Editors

- FY 2018/19
- FY 2019/20
- FY 2020/21

80K, 75K, 70K, 65K, 60K

Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun

Wikimedia New Editor Retention year-over-year comparison
July 2018 - January 2021

New Editor Retention

Monthly New Editor Retention

8.0%

6.0%

4.0%

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

- FY 2018/19
- FY 2019/20
- FY 2020/21

January 2021 Product Metrics: Content

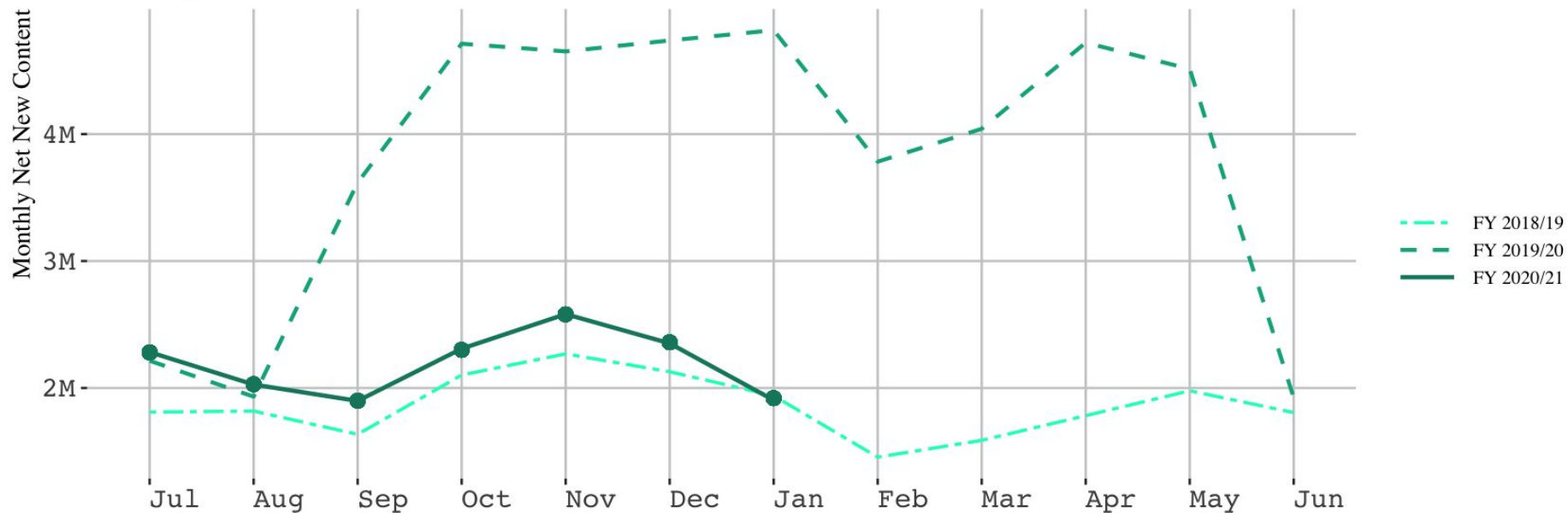|		YoY
Total content	271.0 M	14.5%
—Wikipedia articles	56.6 M	8.2%
—Commons files	68.9 M	16.3%
—Wikidata entities	93.6 M	22.0%
Net new content	1,900,000	-60.5%
—Wikipedia articles	254,000	0.3%
—Commons files	830,000	31.1%
—Wikidata entities	496,000	-85.9%
Revert rate	5.5%	-18.4%
Total edits	46.2 M	3.2%
—Mobile edits	2.1 M	19.0%
—Data edits	19.4 M	1.9%
—File uploads	0.9 M	30.2%
—Other non-bot edits	14.5 M	20.4%

Key trends

- Last month, the drop in net new content metrics are primarily because of Wikidata: there were large decrease (~3M) in net new Wikidata entities created by both bots and non-bot users.

- After excludinging Wikidata, in Commons files, we continued to see bulk PDF uploads for book scan upload projecst.

- There were drop in bot edits across multiple projects. After removing bot edits, we saw a spike in non-bot edits from Wikidata. The edits spike is from editors registered between 3 to 10 years updating description and adding gender related wikidata items. There was also increase in non-bot edits from Commons and English Wikipedia by editors registered over 10 years.

Explore Content Metrics in Superset. For metric definitions, see the Product data glossary.

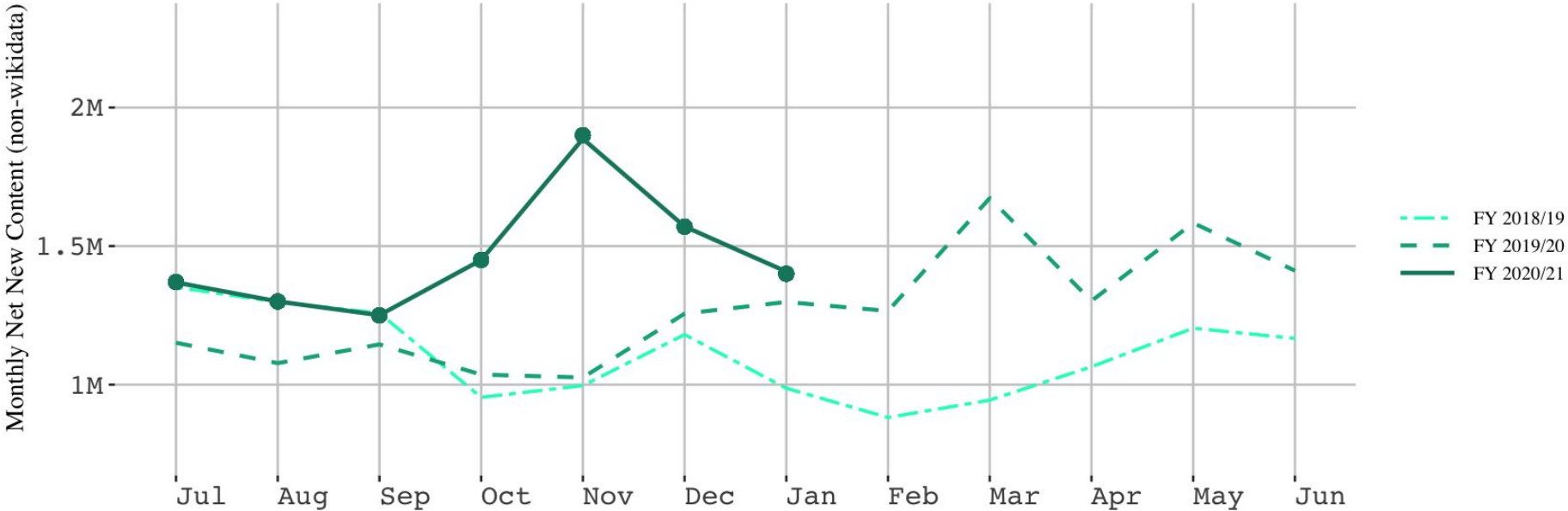# Wikimedia Net New Content year-over-year comparison
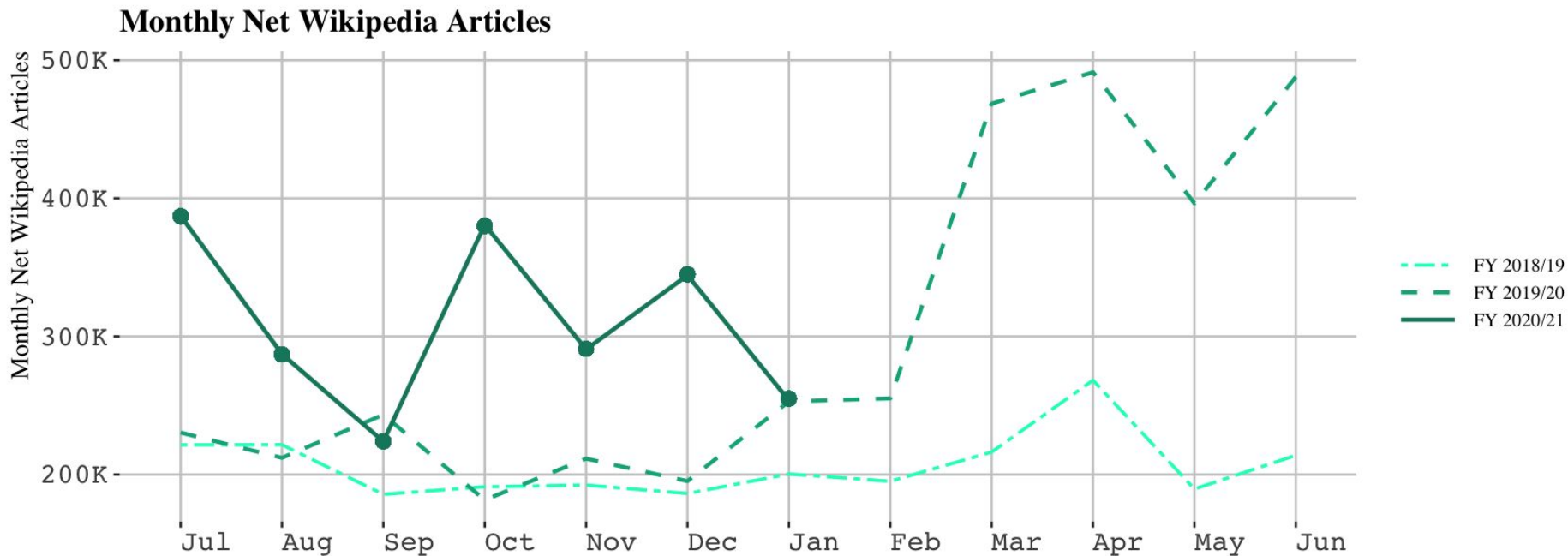# July 2018 - January 2021

Monthly Net New Content

Legend:
- FY 2018/19
- FY 2019/20
- FY 2020/21

Y-axis: Monthly Net New Content (2M, 3M, 4M)

X-axis: Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun

Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2018 - January 2021

Monthly Net New Content (non-wikidata)

Legend:
- FY 2018/19
- FY 2019/20
- FY 2020/21

Y-axis: Monthly Net New Content (non-wikidata) — 1M, 1.5M, 2M
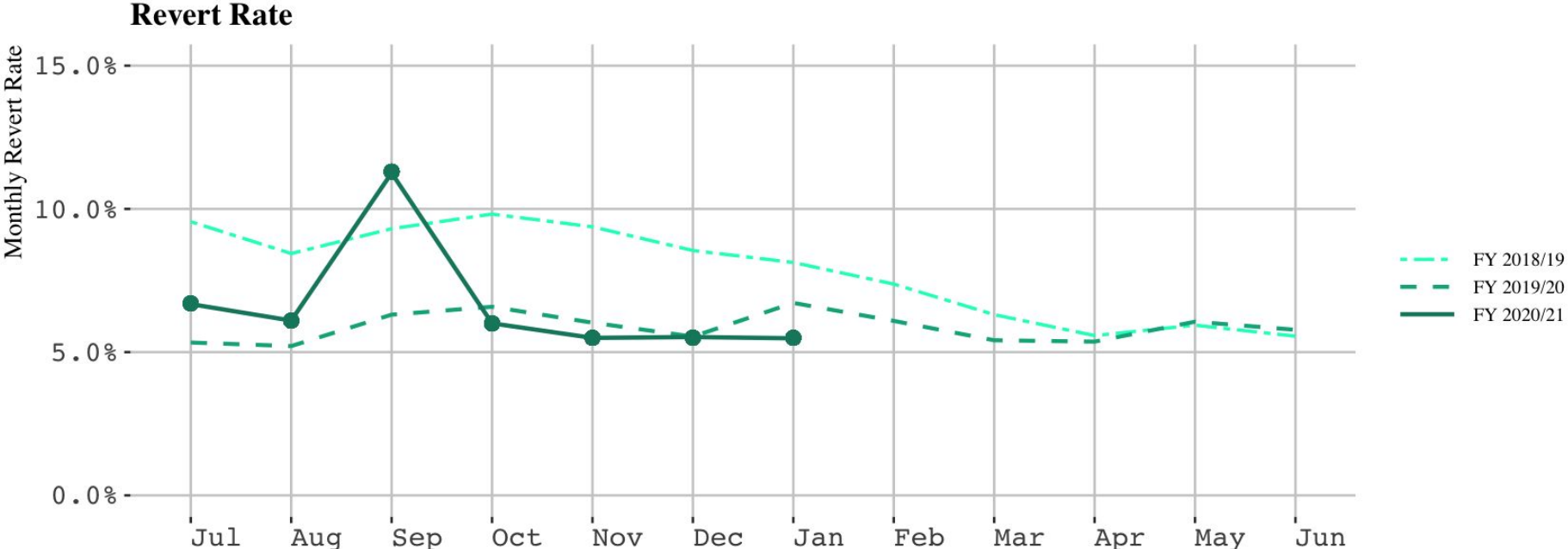
X-axis: Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun

Wikimedia Net New Wikipedia Articles year-over-year comparison
July 2018 - January 2021

Monthly Net Wikipedia Articles

Y-axis: Monthly Net Wikipedia Articles (200K, 300K, 400K, 500K)

X-axis: Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun

Legend:
- FY 2018/19
- FY 2019/20
- FY 2020/21

Wikimedia Net New Common Content year-over-year comparison
July 2018 - January 2021

Monthly Net New Commons content

Legend:
- FY 2018/19
- FY 2019/20
- FY 2020/21

Y-axis: Monthly Net New Commons content (600K, 800K, 1M, 1.2M)

X-axis: Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun
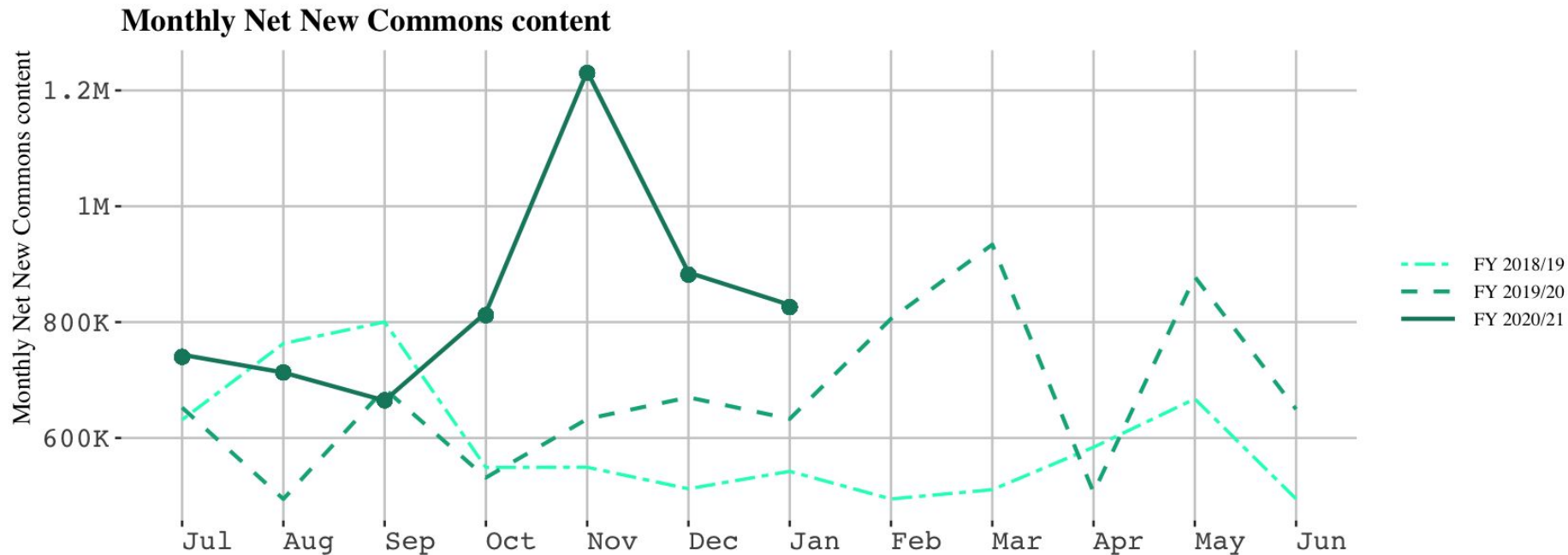
Wikimedia Revert Rate year-over-year comparison
July 2018 - January 2021

Revert Rate

Monthly Revert Rate

15.0%

10.0%

5.0%

0.0%

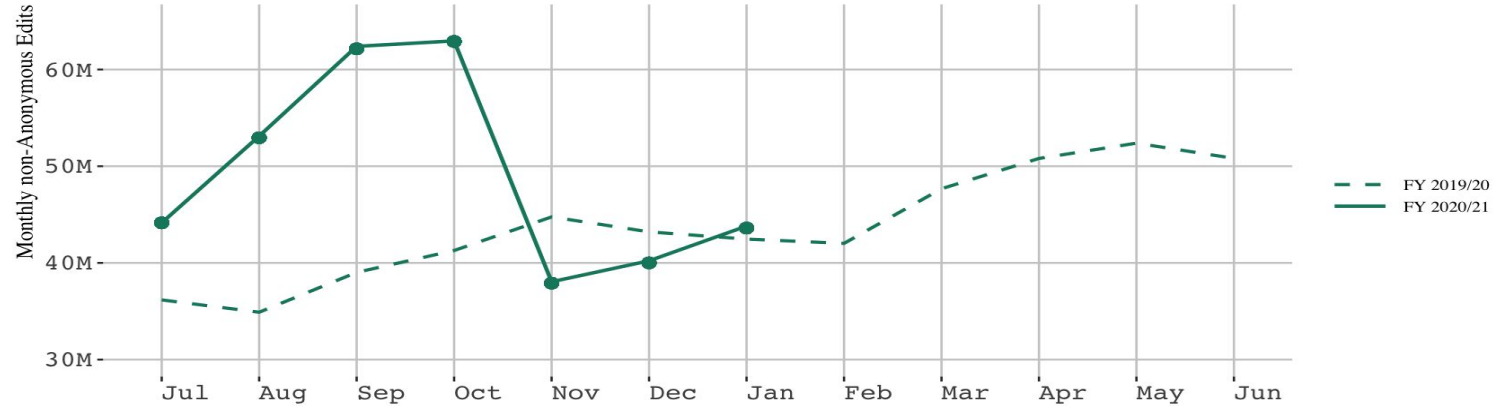Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

FY 2018/19
FY 2019/20
FY 2020/21

Wikimedia Anonymous/non-Anonymous Edits
year-over-year comparison July 2018 - January 2021

Monthly Anonymous/non-Anonymous Edits

anonymous_edits
non_anonymous_edits

FY 2019/20
FY 2020/21

Wikimedia Anonymous/non-Anonymous Edits year-over-year comparison July 2018 - January 2021